



THE BULLSEYE BULLETIN

WISCONSIN HUNTER EDUCATION NEWSLETTER

#109 September, 2008

STRATEGICALLY SPEAKING

From: Tim Lawhern, Hunter Education Administrator

We hope this newsletter finds each of you having time to enjoy what you so unselfishly dedicate your time to promote; safe and responsible hunting. To keep you informed we've included in this column some important items that we will work on for this fiscal year (ending next June 30, 2009). Listed here are some of the things that are coming with a brief explanation. If you wish more information on any of these please feel free to contact your Regional Safety Warden or any of our staff in Madison. These items come directly from our program strategic plan.

#1 -- By June 30, 2009 the RSW Team will recruit and certify 10 new volunteer instructors of minority culture. We know based on information from the Department of Public Instruction that the fastest growing segment of our population will come from the Hispanic community. We also know based on demographic studies that we have a much more diverse population today than we ever have. It makes perfect business sense to recruit volunteers from minority communities.

#2 – Instructor Exam for ALL newly recruited volunteers. We have a 100 question test that all new instructors will have to take as part of

the instructor certification process. All new instructors must get 100% on the test. Hey, relax.....it's an open book test and all of the questions are in the exact order as in the instructor manual. We just need to know that every instructor has at least seen the information we want them to know; policies, procedures, forms, etc.

#3 – Student Survey Form. By this fall we are to have a survey form developed, printed and available for delivery to students that have (or are) taking a hunter education course. We want to now how they are reacting to the courses they are taking. Are they meeting their expectations? Are they convenient to attend or hard to schedule? Did they do much hands-on during the course or was it mostly lecture or videos? This will be a good opportunity for us to find out more about what our public wants and likes and how they are reacting to what we are providing.

#4 – Hire 8 persons to critique Courses around the State. We will be hiring 8 persons specifically to evaluate your courses from start to finish (registration date to graduation). They will be trained on what to look for, how to evaluate and record their observations, how to report their findings and an opportunity to offer comment for

improvement. Again.....don't panic! Every instructor will know before this starts exactly what these evaluators will be looking for. It will most likely take us through fall to select and train these folks. The majority of courses that will be evaluated will take place in 2009. We will share with all of you the forms these evaluators will be using, the process and what you can expect from it. If we look at this as an opportunity to improve it will work perfectly.

#5 – Media & Constituent Outreach. We will coordinate with other Safety Program administrators and Communication & Education staff to plan, outline and implement all media outreach for FY 09. This outreach will include messages for the ALIS list serve (that means email distribution of messages like the 4 basic rules of firearms safety), YouTube video, Podcasting, news releases, 30 and 60 second radio and TV PSAs and conversion of those to Spanish and Hmong.

#6 – Translation of Regulations Pamphlets. We will be translating the Small Game and Deer Hunting regulations pamphlets to both Spanish and Hmong. The translations will be posted on our DNR Web page. We will not be printing copies to hand out.

#7 – Recruitment & Retention Officer. We will be hiring a person to fulfill this charge. They will be the coordinator of our recruitment efforts of new hunters. This work will include NASP, Youth Hunts, The Learn to Hunt Program, etc. They will also coordinate the Advanced Hunter Education clinics and seminars.

#8 – Pilot a “Test Out” for hunter education certification. We are going to develop and implement a pilot for a “test out” certification. This is much the same as many of you did when attending college. If you had already taken algebra in high school there was no need to take it again in college. So, you took a “test out” in order to proceed to the next level. In our case, the next level is hunting. A single region of the state will

be selected to implement this project. At least 7 other states already have a true test-out for hunter education. We don't know at this time exactly how this will look. We do know that it needs to be easily administered, convenient to our constituents and creates a comfort level regarding safety matters satisfactory to the standards of hunter education. There will be more on this as it progresses.

#9 – Conference. Work jointly with other safety education program administrators to plan and deliver in 2009 a multi safety program conference. We want to utilize our resources towards maximizing their effect. By pooling our funds we can have a cross-program conference. Many of our volunteers are instructors in more than one program.

#10 – Implement outreach program for the 4 Basic Rules of Firearms Safety via Federal Firearms License Dealers. This one has already begun. We acquired a complete list of FFL dealers in WI and mailed each a letter explaining our campaign. Many have responded favorably and you might see our posters at their place of business.

Thanks to all of you for your every effort in our ever changing world. Sometimes I shake my head in wonder over how and why things are changing the way they are. I do know that in order to survive and thrive we have to change to keep pace with the world around us. Have a great and safe Hunting Season.

Tim

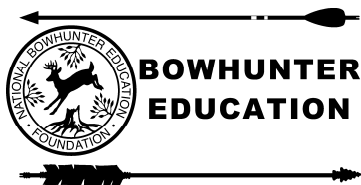
States with the most hunters
This number is affected by total population and ranking does not reflect the percentage of people per state (see next list for that):

Texas – 1,115,000
Pennsylvania – 1,027,000
Michigan – 756,000
Wisconsin – 698,000
Missouri – 618,000

NBEF – Instructor Discount Offer

Quest Bowhunting (a division of G5) is now offering their Quest 33 and Quest 31 bows at VERY SPECIAL pricing for instructors. These bows retail at \$750 and are definitely top of the line quality! You can go to their website at www.questbowhunting.com for specifics. You must call the NBEF office to find out the special pricing and to place your order. To place your order we will need your draw length, draw weight, and credit card information.

And don't forget, the G5 Metrao Bowstring and Cable Set have been added to the G5 Broadhead offer at special pricing along with the Optix sights, Expert Drop-Away Rests, Meta Peeps, and Sharpeners, Call 479-649-9036 for pricing.



ROSSI USA DISCOUNT ON FIREARMS

Instructors working with the International Hunter Education Association (IHEA), 4H, NRA or the Boy Scouts of America are eligible for discounted prices on firearms and special products that will teach kids gun safety and shooting proficiency. Visit the Rossi USA Internet site at <http://www.rossiusa.com> for complete details and to download an order form and instructions.



A LEADERSHIP STORY – FOCUSING ON OUR STRENGTHS: author unknown

An elderly Chinese woman had two large pots, each hung on the ends of a pole which she carried across her neck. One of the pots had a crack in it while the other pot was perfect and always delivered a full portion of water. At the end of the long walk from the stream to the house, the cracked pot arrived only half full. For a full two years this went on daily, with the woman bringing home only one and a half pots of water. Of course, the perfect pot was proud of its accomplishments. But the poor cracked pot was ashamed of its own imperfection, and miserable that it could only do half of what it had been made to do. After two years of what it perceived to be bitter failure, it spoke to the woman one day by the stream. "I am ashamed of myself, because this crack in my side causes water to leak out all the way back to your house." The old woman smiled, "Did you notice that there are flowers on your side of the path, but not on the other pot's side? That's because I have always known about your flaw, so I planted flower seeds on your side of the path, and every day while we walk back, you water them. For two years I have been able to pick these beautiful flowers to decorate the table. Without you being just the way you are, there would not be this beauty to grace the house." Each of us has our own unique flaw. But it's the cracks and flaws we each have that make our lives together so very interesting and rewarding. You've just got to take each person for what they are and look for the good in them. SO, to all of my crackpot friends, have a great day and remember to smell the flowers on your side of the path!

Celebrating its 25th Year!

WISCONSIN DEER & TURKEY EXPO

APRIL 3-4-5, 2009
Alliant Energy Center
1919 Alliant Energy Center Way, Madison, WI 53713
www.alliantenergycenter.com

Exit 262 (Rimrock Rd) off the Beltline (Hwy 12-18)

375+ Huge Antlers

Trophy Contest Sponsor:
WI Buck & Bear Club
Official Measurers 1-877-273-6408

FEATURING In '09 --

- NEW Deer Decoy Demo Area w/Gary Clancy
- NEW Traditional Archery Alley
- NEW Antler-Measuring Demo/Seminar
- NEW Firearms "Answer Man" Info Center
- NEW 3-Day Adult Ticket
- 570+ Booths w/ New Products • New-Products Display Area
- New Entries in Deer/Bear Trophy Contest (Entries Fri. Noon - Sun. 10am, \$15, FREE Weekend Pass) • Byron Ferguson, Archery Trick Shot (Sa & Su) • Optics (Binocs, Scopes) Tryout & Info Center • Venison Butchering & Cooking Demos • Food Plot Seminars & Info Center • Stone Arrowheads & Knives Made • 3 Hands-On Shooting Ranges • Trail Cam Photo Contest • Outdoor Photo Contest • Mountain Men Camp-Out • Live Game Animals

TICKETS

Adult 1-Day	\$10.00
Adult 2-Day	\$17.00
Adult 3-Day	\$23.00
Military	\$9.00
Htr Ed Grad 12-18 yrs	\$10/7
\$4 w/ Htr Ed grad proof	
1st Yr Hunters w/ Htr Ed grad proof	FREE
(details-www.deerinfo.com)	
Trophy Contest Entry	\$15.00
(get FREE weekend expo pass)	
Youth (6-11)	\$3.00
5 & Under	FREE
Group Rates	Call 1-800-324-3337

HOURS

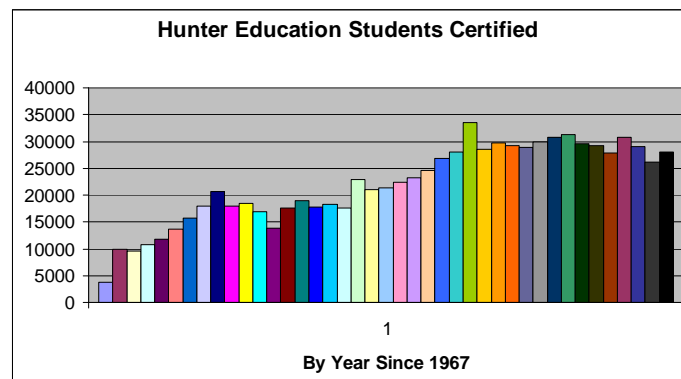
Friday	2 pm - 9 pm
Saturday	9 am - 7 pm
Sunday	9 am - 4 pm

For city info and directions call:
1-800-373-6376
Madison Convention & Visitors Bureau
www.visitmadison.com

Go to **www.deerinfo.com** for

- Seminar Schedule
- Contest Details
- Hotel List
- Directions & Map

or call 1-800-324-3337



“A Firearm is but the sum of its parts and the aim of its user: Own it, use it, and aim it with care and precaution.” American Firearms Council, Inc. 1998

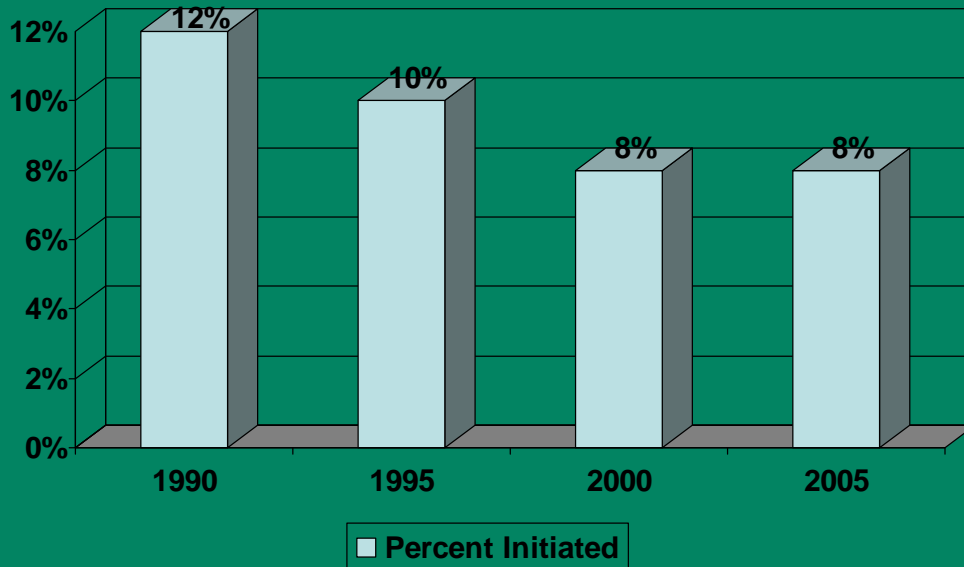
Regarding the NEWLY RECRUITED INSTRUCTOR exam, you may want to look at the practice exam on the volunteer corner of our hunter education webpage at....

<http://Practice Test HUNTER EDUCATION INSTRUCTOR APPLICANT TEST - blank.doc>

Located on that page on the left hand side is a connection to the practice exam. If your instructor candidate can handle this exam with ease they will have no problem with the 100 question exam. Again, the exam for new volunteer instructors will be 100 questions. The practice exam is only 50. Hey, all instructors might want to try their hand at the practice exam just to see how you do.

If you need the answers just send an email to: Brenda.vonrueden@wi.gov and she will send them to you.

Hunter initiation: the percentage of children (age 6 and over) residing at home who have ever participated in hunting (US Data)



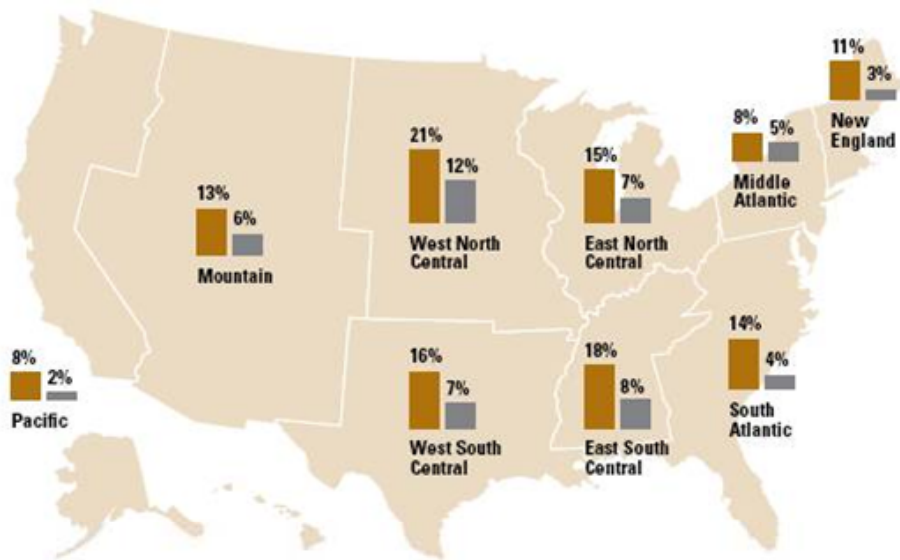
Hunter Recruitment is more important today than ever. The chart above shows an initiation rate of just 12% in 1990. Between 1990 and 2005 (15 years) it dropped further to an initiation rate of 8% nationally. As our human population increases our initiation rate into hunting has not kept pace. Fewer and fewer young people are being introduced to hunting. If we follow this trend for the next 15 years and drop to 4% the effects could be devastating in the long run. To put this into perspective for those my age and older; most of my friends who hunt will either have dropped out themselves because of health, costs, access, time, and some will in fact no longer be with us. WE / HUNTING and CONSERVATION need your help.

What can you do to help us within your status as a volunteer instructor? Encourage all of your students regardless of their age to share the enjoyment of hunting with anyone they can. A good place to begin is with family. We know we have many families in Wisconsin in which not all members are hunters. Making hunting a family affair might encourage carving out the necessary time and hard earned money to put you on the path to Becoming an Outdoors Family. Brothers can invite and encourage other siblings to try hunting. Parents can encourage their own brothers and sisters to try it as well. Friends would be next on the list of places to share. When we get everyone involved in sharing the experience of hunting then we will make progress in curbing the drop in initiation rates.

You've demonstrated that you want to give something back to hunting by becoming a volunteer instructor. Pass on that tradition of giving back to your students. Empower them to pass it on. If you've seen the movie Pay it Forward, it's kind of like that.

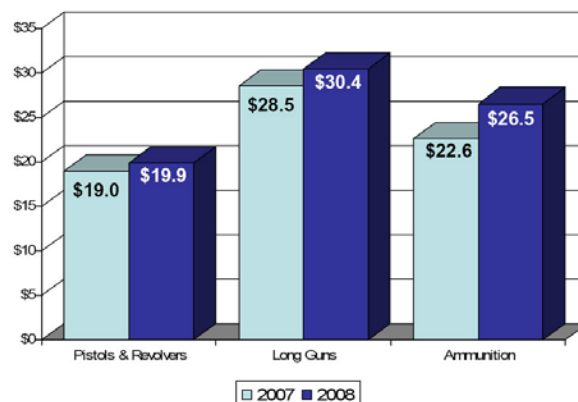
Participation Rates for Fishing and Hunting,
by Geographic Region: 2006

Fishing Hunting



The chart above show the participation rates for all hunting and fishing by region. In our region, East North Central, you can see that for hunting only 7% of our population hunts. Wisconsin's participation rate is slightly higher but our region averages 7%. In our region are two of the largest deer hunting states: Wisconsin and Michigan. I'm sure there will be more on this subject in the near future. What we do know from the National Shooting Sports Foundation is that the shooting sports (trap, skeet, sporting clays, small and big bore rifle, Cowboy Action shooting, etc) all are on the increase from the standpoint of numbers of bullets – shells- arrows purchased and firearms and bows sold. Folks are shooting more but hunting less overall. With the increase in the cost of ammo and fuel alone this is very surprising news. (See Chart below listing the excise taxes collected on Firearms & Ammunitions 2007 vs. 2008)

Firearms & Ammunition Excise Tax Collections
(January 1st – March 31st)



Letter to the Program: This came in with a Course Roster on 08/27/08

**From: Portage Hunter Education Association Incorporated – Mike Mittelsteadt, President
(printed with permission from the author)**

Just a quick note to perhaps brighten your day! Our August class started with 59 students – ended with 57 (2 dropped out due to unforeseen conflicts on the field day ☹. When we gave the final exam out the 57, 27 got 100% and 29 Scored 95% or better! That means that 56 out of 57 students received an “A” on the final exam! 98.25%! Talk about “teaching the test!”

The customer ID number thing was no big deal – I gave out the telephone number at the first class and by the second class – 2 days later – 57 out of 59 turned in their number. At the third class I got 1 more and the 1 remaining dropped out. It did force me to do my roster immediately which meant staying after class until 10:30pm one night – but no big deal! It was a little bit of a hassle remembering to get the last few instructor signatures – again no big deal!

Thanks, Mike Mittelsteadt



A few things to Remember

From: Brenda Von Rueden, Program Assistant

Our new forms are on the Volunteer Instructor corner of our webpage. They have been updated and actually work now. Thanks to all of you for helping us identify the problems.

The Instructor Discount list is upgraded to include all discounts that we’ve been authorized to list. We hear from some of the vendors that they don’t get many requests so, take advantage of their gracious offers.

More features to our new ALIS are coming. As they arrive we will provide communications to you either through your Regional Safety Wardens or our program newsletter to keep you informed. It would help if you would agree to share your email with our ALIS vendors when you purchase your license or create a customer ID number. That way we can more promptly communicate with you on matters of importance. Email will also save the program money because it basically costs us nothing to communicate that way. Many organizations including some Rod & Gun

Clubs are already utilizing this method of communicating with their membership. With your help and cooperation we can do the same.

Please have every instructor sign the course roster before you turn it in. This will allow us to report accurately the total hours our volunteers are providing to the program and a requirement of our federal grant. When we have a good bit of data to draw from we will share this positive news with you.

Thanks to all of you for helping make my job easier! Keep those rosters and start cards coming!

Brenda

“There's always room for improvement – it's the biggest room in the house.”

-- Louise Heath Leber

What Goes Around Comes Around

While on active duty with the army this past year one thing that continued to plague my thoughts, other than the usual worries of a man separated from his family, was the fear that my oldest son Zachary would not be able to attend Hunter Safety due to the limited space available and the high demand for these workshops. Prior to being deployed my son would accompany me hunting ever eager for his chance to actively participate and I couldn't bear the thought of another disappointment. Luckily I live in an area where Hunter Education is not just an after thought on some community outreach roster, but actually viewed as a priority by very dedicated individuals and an innovative approach for injury/accident reduction by Affinity Health Care and Mercy Medical Center in Oshkosh.

After contacting the Department of Natural Resources to locate Hunter Education offerings, I was referred to John Walsh the Director of Trauma Services at the Affinity Health System. The scheduling and accessibility to resources was refreshing from other inquiries I had made. John's aggressive approach to injury prevention thru education was evident thru the innovative approach of having public safety offerings actually taught at a health care facility! Affinity's NurseDirect guidance on enrollment went smoothly as well as great follow-up with course scheduling and making course materials readily available. The entire experience was positive from start to finish.

The class itself was very interesting and well attended by student's parents who were encouraged to participate as well, a refreshing change from Hunter Safety programs I have attended myself in the past in Montana and Texas. The instructors were energetic and well informed. The leadership and organization was evident through out the program. A new twist to the class this year was a power point presentation purchased with a grant from the Mercy Health Foundation with tremendous visual aides making the information not only more understandable, but actually fun to watch and very easy to digest even for the parents! I understand that Mercy has generously donated this program throughout the state to aide other communities and agencies in Hunter Education.

The hands on experience was very valuable to the kids, not only on range day, the actual practical shooting day, but also during the classes themselves. The emphasis throughout the class was to get the firearms in the kid's hands as much as possible to ensure familiarity. Besides the very practical and fun information, the class was run with an emphasis on discipline and stressed the gravity and serious nature of the paths these students were about to embark upon. I take my hat off to this group of dedicated individuals, in fact I was so inspired I volunteered my time to the next program and am in the process of become certified as an instructor myself!

THE PROOF IS IN THE PUDDING!

Three days after completing both the Hunter and the Bowhunter Education offerings at Mercy, Zach and I had the pleasure of experiencing the youth waterfowl hunt. The Wisconsin Department of Natural Resources obviously understands that our future in the outdoors must rest in the hands of generations to come. The youth waterfowl and big game offerings are a terrific opportunity for kids and their parents to experience these magical first outings without the stress and competition of the typical opening day trials and tribulations. On that Saturday morning, in the cool fog of a beautiful fall morning I was able to experience one of the most rewarding days I can ever recall in the outdoors. My son Zach not only shot four ducks, but most importantly was always safe and frequently recited the basic rules of firearms safety and even had to point out some safety flaws of his father! It gets better! On the next day we went bowhunting on a farm west of Oshkosh that had graciously allowed my son and I to bowhunt there. At 6 pm my 12 year-old son shot a beautiful mature whitetail doe. Not only was this a magical experience to witness, but to watch his maturity and how he handled himself was beyond words to express. When a son tells his dad that he just had the best weekend of his life, as a parent, can it get any better than that?!

If what goes around truly comes around the people at Mercy, John Walsh and his group of instructors, must truly have bright futures.

William Beck RN, Captain USAR

PUBLEH132



This newsletter was produced with Federal Grant Funds under the Wildlife Restoration Program. Any comments or questions may be directed to the Hunter Education Administrator at Wisconsin Department of Natural Resources, Bureau of Law Enforcement, PO Box 7921, Madison, WI 53707.

*The Wisconsin Department of Natural Resources provides equal opportunity in its employment, programs, services, and functions under an Affirmative Action Plan. If you have any questions, please write to Equal Opportunity Office, Department of Interior, Washington, D.C. 20240
This publication is available in alternative format (large print, Braille, audiotape, etc.) upon request.
Please call (608) 266-2141 for more information.*

